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HERE'S HOW YOU CAN HELP TO PROMOTE THE 604277
4-H CLUB RURAL ELECTRIFICATION PROGRAM

TALK WITH COUNTY EXTENSION AGENTS. OFFER TO DO THE THINGS YOU HAVE TIME TO DO:

PUBLICITY: Secure interest of parents, 4-H club members, and club leaders in the 4-H club rural electrification program of the Extension Service by good publicity.

- ☐ **MAIL PUBLICITY:** Through your newsletters and newspapers, furnish information about the program and contest — when it begins and ends, how the cooperative will help, details about special activities, what county and state winners did. *(REA will send story outlines and possibly a special mailing piece.)*
- ☐ **WINDOW DISPLAYS:** During March and November, have good window displays with exhibits of 4-H club members' work in this field, if available, to emphasize 4-H electrification work in connection with annual, national 4-H club events:
National 4-H Mobilization Week, March 3-11, 1945. *(REA will send posters.)*
National 4-H Achievement Week, November 3-10, 1945.
- ☐ **ANNUAL MEETING:** Feature this program at your annual meeting and publicize it in the news' articles preceding and following the meeting. Do any of these:
Have the County Extension Service Agent give a talk on this 4-H program.
Have demonstration on some electrical subject by 4-H'er or 4-H club team.
Put in an exhibit, possibly equipment made by co-op, farmers, or 4-H'ers.
Have 4-H club entertainment *(REA has funny one-act play on running water).*
- ☐ **FILM STRIP:** Lend the film strip, "Power for Growing America," to County Agents for use at 4-H club meetings and to high school agriculture or shop teachers. Show it at any community meetings you hold. It stimulates this 4-H club work.
- ☐ **PERSONAL CONTACT:** Discuss this program with club members and leaders you know.

INDIVIDUAL HELP: Often 4-H members and leaders will attempt rural electrification work if they know there is someone ready to help them with their difficulties. Make your office a center for electrical information and help with electrical problems.

- ☐ **BULLETINS, SUPPLIES:** Have extra REA, Extension Service, and manufacturers' bulletins for 4-H club members. Make this known. Furnish County Agents with all REA bulletins. Assist club members in getting electrical supplies needed in their work. Lend illustrative material for 4-H demonstrations and exhibits.
- ☐ **TECHNICAL HELP:** Offer club members and club leaders the technical help of your linemen, wiring inspector, or yourself with repairs, wiring, and other problems.
- ☐ **OFFICE EXHIBITS:** Wiring boards and home-made electrical equipment can be set up at the office as illustrative material for 4-H inspection. Things easy for 4-H members to make include: pig, chicken, or lamb brooder, egg candler, poultry water warmer, poultry lighting time switch, motor tote, portable motor, motor adaptor, motor table, extension cord, and IES-type table, floor, and wall lamp.
- ☐ **DEMONSTRATIONS, EXHIBITS:** Offer suggestions for individual or team demonstrations and exhibits by club members. *(Write REA if you wish help with this.)*

RURAL ELECTRIFICATION CLUB: A 4-H electrification club with a leader, officers, regular meetings, and a planned program is an ideal medium for electrification work. The success of this kind of club is largely dependent on its leadership. Offer aid.

- ☐ **LEADERSHIP:** Assist County Agents in securing a leader for any group wanting to carry a rural electrification project, or offer help of yourself or co-op personnel. Such a club might be local or county-wide. Help train leaders.
- ☐ **ORGANIZATION:** Some Board or other co-op members already 4-H leaders, 4-H'ers' parents or educators would undoubtedly aid in promoting this work. See them.

HELP THROUGH PUBLIC SCHOOLS: Contact agricultural and shop teachers. Give them REA plans for home-made equipment and other literature on rural electrification. Place them on your mailing list. Offer assistance with securing electrical supplies and loan of demonstration material for daytime and adult evening classes.

SPECIAL ACTIVITIES: There are a number of short-time special activities an REA borrower can sponsor to help 4-H members interested in rural electrification. Invite leaders to attend activities planned for club members; they will receive training and inspiration which will cause them to promote the work another year.

○ **TOUR OF OFFICE:** Conduct a tour of the REA office, explaining how an electric system runs its business. A demonstration of testing equipment, information on line truck equipment, warehouse supplies, wire sizes, meter reading, and income-producing equipment, and a good movie would make an interesting program.

○ **TOUR OF FARMS:** Arrange a tour of farms where full use of electricity and good farm management are combined. Choose farms to show wise use for poultry, pigs, dairy cattle, lands, gardens, special crops, food and feed storage, maintenance.

○ **VISIT TO POWER PLANT:** Club members will enjoy a field trip to a power plant, especially if it is combined with a picnic outing. Explain the generation and transmission of electricity; include points on safety, tree trimming, etc.

○ **PROGRAM FEATURE:** Offer to provide a special program for a 4-H club meeting whenever it is desired. Feature home-made equipment or give points on the safe use of electricity and causes of outages on the lines and in the home. End the program with a good movie on electricity. (*Write REA for sources of films.*)

○ **EVENING CLASSES:** Conduct a few special meetings, perhaps four or five evening classes, at weekly or other regular intervals. Make these very practical; give club members an opportunity to learn by doing. (*See RE News, Dec. 1944, p. 9.*)

○ **4-H CLUB CAMP:** If a 4-H club camp is held in your area, offer help with the installation of wiring or demonstration equipment and with program features. If you cannot do it yourself, secure some other manager or wiring inspector, or employ a teacher or wireman to give the type of training needed. For example, ability to teach simple electrical repairs or the making or wiring of home-made equipment may fit into a shop or craft class taught during camp week.

○ **RURAL ELECTRIFICATION FIELD DAY:** Hold a 4-H Rural Electrification Field Day with demonstrations by well-trained people, such as Extension Specialists or manufacturers' representatives, and 4-H club members. Combined with a pot-luck lunch and movies, this activity would appeal to 4-H members and adults alike.

ACHIEVEMENT AWARDS: Assist in securing suitable awards for exhibits at fairs and county rural electrification contest winners, if the County Agents would like help with this. Trips to Club Camp, Conservation Camp, or district contests, or expenses to the rural electrification short course offered by most state agricultural colleges are usually acceptable. A number of small awards are sometimes offered to encourage 4-H club members to develop electrical demonstrations for a county contest.

CHECK ABOVE THOSE THINGS YOU THINK YOU HAVE TIME TO DO

HERE IS A REAL PROGRAM OF REAL BENEFIT TO YOUR COOPERATIVE

ORGANIZE NOW TO TAKE PART IN IT